

Case Study

Transforming Marketing In The Retail Industry



RESULT

Gained real-time visibility into the 300+ packaging jobs being executed at any given time

Gained visibility into compliance and audit trail data on vendor adherence to brand standards

Formalized a structured packaging process that reduced rush jobs and streamlined the packaging processes



BACKGROUND

With fiscal year 2008 sales of \$48.2 billion, Lowe's Companies, Inc. is a FORTUNE® 50 company that serves approximately 14 million customers a week at more than 1,700 home improvement stores in the United States and Canada. Founded in 1946 and based in Mooresville, N.C., Lowe's is the second-largest home improvement retailer in the world.

CHALLENGES

Inconsistent delivery and management of brand and packaging standards to 900+ vendors worldwide, particularly in the pacific rim
Increasing volume and complexity of packaging activities
Little visibility across all packaging jobs for status and resource management
No way to centrally manage work-in-progress packaging materials

APPROACH

Leverage Workflow Manager to enforce a structured process for the distribution of marketing materials to vendors and the collection and approval of packaging layouts from vendors
Create a compliance mechanism to ensure vendors adhere to stated guidelines
Use the Digital Asset Manager to manage a library of packaging materials, including both work-in-progress and finished documents
Define Job Jackets to define and manage all Jobs in the packaging group